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HORSESHOE BULBOLOGY

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Not How Cheap
But How Good

Not How Cheap
But How Good

RALPH M. WARD & CO. *The Lily House* *71 Murray St.* *NEW YORK*

HORSESHOE BULBOLOGY

FOR 1913

AGAIN this little booklet is issued to be spread among the trade—perhaps to please some and displease others. Incidentally it may be the means of selling some bulbs or Azaleas—not that you will buy from us as a favor, but because your business needs the kind of bulbs, etc., that we are able to give you, at the correct price. Right here we may say that it takes a combination of quality and price to make a real bargain, and that in our special lines no one can do better than we can. You can get absolutely the best bulbs here that money will buy and it will pay you to do business with us.

JAPAN LILY BULBS

"Cleaning and assorting Lily Bulbs."

THIS is our largest and most important line, and is becoming more popular every year. They are so useful to the average florist that they are now a practical necessity. There is no firm in the world today paying as much attention to lily bulbs for the consumer as we are. Every effort is made to improve our crops from year to year and to assist the grower toward better results.

We are the largest importers of lily bulbs for florists in the world. About 85% of the largest growers buy from us, and most of them buy their entire supply from us. Our constant aim is to furnish at a fair price, quantities of bulbs which will run uniform and give the maximum of results, commercially. We know florists want to make money and it is our business to furnish them with bulbs from the very best fields in Japan, as a basis for that purpose. There is no more direct source of supply possible. Every case of Horseshoe Brand Lily Bulbs is registered and a Certificate of Registration is in each case, showing just where the bulbs came from and who the packers were. This brand is sold only by us—regardless of any rumors to the contrary—no other firm in this country has Horseshoe Brand Bulbs. We need the orders of every florist for lily bulbs. The larger our business, the more effort can be spent in the interest of better bulbs. Your co-operation is earnestly requested and the only way you can co-operate is to give us your order for lily bulbs. It will pay you and it will pay us, for in union there is strength.

LILIUM GIGANTEUM

"In a Packing Shed."

THIS is without a doubt the best variety for all around commercial purposes. It is cultivated in the higher grounds where the climate is similar to New York and Chicago. It is propagated from the bulbules produced around the underground stem. Ten-inch bulbs produce from 5 to 10 bulbules, sometimes as large as 4 to 5 inches in circumference. These are planted in November and December and dug out the next September. Bulbules from good strong plants always produce good bulbs. The best bulbs are planted deep down in the soil—this method requires longer time, but insures a much superior quality.

Horseshoe Brand Giganteum are grown on about 45 farms, by an organization of lily growers under the direct supervision of three foremen, headed by Mr. Seitaro Arai. These farms are located on high ground from three to ten miles distant from the railroad station. The plants are disbudded about July first and not permitted to flower under any circumstance. This insures a good sound bulb, which has superior strength for Cold Storage purposes. Plants which look poor are dug out and burned. Great care is taken in cultivating the bulbs, and in the proper fertilization of the fields. They are hand-weeded, and carefully dug after they have matured. The total production there is about three million bulbs per annum.

After being dug the bulbs are boxed roughly and sent to the packing houses, one at Honjo and one at Yokohama. There women are employed to remove the roots, clean the bulbs, and discard defective ones. They are then passed on to experienced men, who again inspect them, assort them in sizes and count them into baskets. These baskets are then taken to the packers, who again count them and pack them into the boxes as we receive them. A mixture of thoroughly dry soil and rice chaff is used for this purpose. The cases are made of a species of Abories and cost about 20c. each.

HORSESHOE BRAND GIGANTEUM

"A Giganteum Field."

THE best commercial variety. Grows evenly and may be depended upon. The best white variety for cold storage purposes. The quality of Horseshoe Brand Giganteum is known as the best produced anywhere in the world today. Prices below.

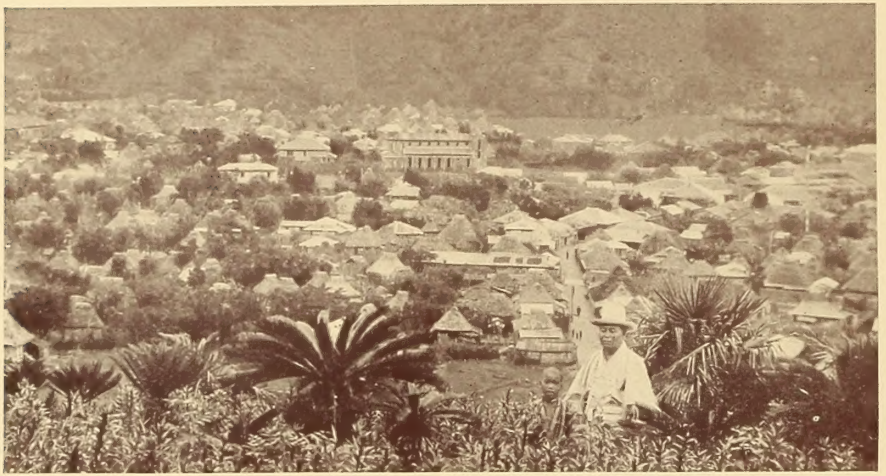
PRICES FOR SEASON 1913—FALL DELIVERIES

Orders placed before July 1st can be delivered at any of the following cities: New York City, Chicago, Boston, Philadelphia, Pittsburgh, Parkersburg, Cincinnati, St. Paul, Grand Rapids, Nashville and Toronto. Deliveries in other cities in lots of 50 cases upward. Canadian deliveries in bond at $5 less per 1,000 than prices below. All the above cities have good cold storage facilities.

Size		Case contents	Per 100	Per case	Per 1000	Per 5000	Per 10,000
6 x 8	inches	400	$5.00	$16.00	$40.00	$187.50	$350.00
7 x 8	"	350	7.00	16.00	45.00	217.50	425.00
		(This size may also be packed 300 per case, at $2.50 per 1000 extra.)					
7 x 9	"	300	$7.50	$18.00	$60.00	$275.00	$500.00
8 x 9	"	280	8.50	21.00	75.00	350.00	650.00
8 x 10	"	250	10.00	23.00	90.00	437.50	850.00
9 x 10	"	200	12.00	22.00	110.00	525.00	1000.00
9 x 11	"	180	13.00	22.00	120.00	575.00	1100.00
10 x 11	"	150	16.00	22.50	150.00	725.00	1400.00
11 x 13	"	120	21.00	24.00	200.00	975.00	1900.00

To buy Lily Bulbs because they are cheap, is saving at the spigot and wasting at the bung.

LILIUM FORMOSUM



"Vase, the port of Oshima, headquarters for Formosum."

HORSESHOE Brand Lilium Formosum are a very fine grade of this variety, containing as little a mixture as possible. These bulbs are grown chiefly on the Island of Oshima. None come from Formosa, as the name indicates. In 1912 the total crop was about 1,520,000, or about 800,000 less than in 1911. Europe is by far the largest buyer of Formosum. The bulbs mature earlier than any other lily in Japan and after being dug are brought to Kobe in small boats, packed in boxes in the rough, roots and all. They go by rail to Yokohama, where they are packed in the usual way for export. In American greenhouses they usually flower from February until April and are indeed a very desirable plant for general use during the winter months. They can be kept in cold storage for about five months, after which time they will deteriorate very rapidly. It is far superior to Cold Storage Giganteum flowered from February until April, as Giganteum must be kept in storage a year to flower in those months. Horseshoe Brand Formosum are practically free from disease and of extra fine quality. Prices as follows (F.O.B. New York City only):

Size	Case Contents	Per 100	Per Case	Per 1000	Per 5000	Per 10,000
6x 8 inches	400	$6.00	$20.00	$50.00	$225.00	$400.00
7x 9 "	300	8.00	21.00	70.00	325.00	600.00
8x10 "	250	10.00	22.50	90.00	425.00	800.00
9x10 "	200	11.00	20.00	100.00	475.00	900.00
10x11 "	150	13.00	18.00	120.00	575.00	1100.00
11x13 "	120	16.00	18.00	150.00	725.00	1400.00

Plants eat, drink and sleep, just like animals—treat them accordingly.

LILIUM MULTIFLORUM

"A Multiflorum Field."

THIS variety has become so mixed with the old common Longiflorum, that it is impossible to get the true variety to any great extent. It is an earlier flowering variety than Giganteum, but we prefer to recommend Giganteum or Formosum in it's place to those not particular which variety they grow. The common Longiflorum has a broad leaf and dies early in the fields, whereas the true Multiflorum has a dark green, narrow leaf, grows strong, gives good flowers, and is indeed a very fine plant. For those who wish to risk the chance, prices are as follows (F.O.B. New York City only):

Size	Case Contents	Per 100	Per Case	Per 1000	Per 5000	Per 10,000
6x 8 inches	400	$4.00	$12.00	$30.00	$140.00	$275.00
7x 9 "	300	7.50	15.00	50.00	237.50	450.00
8x10 "	250	9.00	18.00	70.00	337.50	650.00
9x10 "	200	10.00	17.00	85.00	412.50	800.00

APPRECIATION

We do not have the opportunity to meet all our customers face to face and express our appreciation of the business they give us. It may not seem so genuine to express ourselves in cold type, but we want to say that we do heartily appreciate your trade, and it shall always be our aim to show this appreciation by deeds rather than by words.

LILIUM AURATUM

A Tall Auratum.

THIS excellent flower, with its light brown spots and yellow stripes, is one of the most beautiful of lilies. The bloom is very large and makes excellent decorations. It flowers freely and is hardy—may be grown either inside or outside of greenhouse. Prices as follows (F.O.B. N. Y. City only):

Size	Case Contents	Per 100	Per Case	Per 1000	Per 5000	Per 10,000
7x 9 inches	180	$6.00	$10.00	$50.00	$225.00	$400.00
8x 9 "	170	6.50	10.00	55.00	240.00	450.00
8x10 "	150	7.50	10.00	65.00	300.00	550.00
9x10 "	130	8.00	10.00	75.00	362.50	700.00
9x11 "	100	10.00	10.00	90.00	425.00	800.00
10x11 "	80	11.00	8.50	100.00	475.00	900.00
11x13 "	70	15.00	9.80	140.00	625.00	1300.00
13x15 "	50	22.00	11.00	200.00	975.00	1900.00
15x18 "	30	50.00	15.00	400.00	.....	.....
18x24 "	12		12.00			

Auratum Platyphyllum, a still larger and finer flower than the common Auratum, with broader leaves, will be supplied at $20 per 1,000 higher than above prices.

LILIUM SPECIOSUM ALBUM

THE Album, or White Speciosum, is the only white variety which is strictly hardy, from Japan. The bulbs must be cultivated longer than most varieties and at present time are very scarce and high in price. If well grown, they are a very fine and dainty lily. Will grow either inside or outside of the greenhouse. Prices as follows (F.O.B. New York City only):

Size	Case Contents	Per 100 Case	Per Case	Per 1000	Per 5000
6x 8 inches	300	$7.00	$18.00	$60.00	$275.00
7x 8 "	250	8.00	18.00	70.00	325.00
7x 9 "	220	10.00	20.00	90.00	425.00
8x 9 "	190	11.00	20.00	100.00	475.00
8x10 "	170	12.00	19.00	110.00	525.00
9x10 "	150	13.00	19.00	125.00	600.00
10x11 "	120	21.00	24.00	200.00	

Lilium Speciosum Kretzeri, the Album with yellow pollen, at $10 per 1,000 additional to above prices.

Good lily bulbs in the hands of some growers are like a $5,000 education grafted on a $100 boy—bear no fruit.

LILIUM MAGNIFICUM

"From a Horseshoe Brand Magnificum Bulb."

THIS Speciosum bulb is an improvement on Rubrum, Roseum or Melpomene, and is a most excellent flower for many purposes. It will serve as a substitute for the Orchid in corsage bouquets, and is fine for all decorative work. It's color is a rich scarlet. May be forced in the greenhouse or grown outside. A free bloomer and very profitable to handle. Also excellent for cold storage purposes—you can flower them at any time of the year. As many as 500 blooms have been produced from one Mammoth Horseshoe Brand Magnificum bulb by Mr. Fred A. Danker, the Albany florist. Prices are as follows for delivery F.O.B. New York City only:

Size	Case Contents	Per 100	Per Case	Per 1000	Per 5000
6x 8 inches	300	$5.00	$13.00	$40.00	$175.00
7x 9 "	220	7.00	14.00	60.00	290.00
8x 9 "	190	8.00	14.00	70.00	335.00
8x10 "	170	9.00	14.00	80.00	385.00
9x10 "	150	11.00	15.00	100.00	475.00
10x11 "	120	13.00	15.00	120.00	575.00
11x13 "	80		13.00	150.00	700.00
13x15 "	70		16.00	225.00	
15x18 "	30		15.00	450.00	
18x22 "	15		15.00	975.00	

Lilium Speciosum Rubrum, Roseum, or Melpomene, at same prices as above.

The estimated cost of bench space is 60c. per square foot—make it yield you $1. Lilies well grown will do that— and more.

COLD STORAGE LILY BULBS

How Best to Handle

LILY bulbs must be kept in a temperature of about 34 deg. F. The principal thing is that the temperature is steadily maintained. Not all lily bulbs are suitable for the purpose. Giganteum, the best keepers, should be disbudded bulbs, well matured, and packed well for the purpose. Cases must be cleated or stacked so as to permit a circulation of air at all times.

Shipments may be made by freight excepting in the months of January, February and March, when express shipments are advisable. Cold storage bulbs should be potted and planted immediately after they are received, and they must not be exposed to the air one minute longer than absolutely necessary. Good soil must be used; plenty of drainage in pots, and the bulbs completely covered, so that the top roots may develop.

Flowers from cold storage Giganteum are produced from top roots, whereas from fresh stock, from bottom roots. Cold storage Giganteum may also be planted right in the bench, about six inches apart. It takes from 9 to 12 weeks to flower them, according to facilities and care.

Liquid manure may be used after the plants show bud. They will stand up to 100 deg. F. when well advanced, with a 20% reduction at night. Ordinary temperature of about 65 deg. in daytime is sufficient, however, for general use. Much care must be exercised in watering. Cold storage bulbs do not require as much water as fresh stock.

Greenfly will cripple and kill the best of lily plants. Most injury is done when the plants are young—when you see one bug it is time to use insecticides or to fumigate—after you see a lot of them most likely all the damage has been done. Greenfly suck the sap from the base of the buds in preference to other parts of the plant. Then growers wonder what is the matter with their lilies. It is best to cut the blooms early in the morning, when the sap is in the plant, and put them in cool water, in a cool place, a day or two, to stiffen them up, for the market. Results in forcing cold storage bulbs depend very largely on the method of forcing, that is the number of blooms is governed by the forcing. For time to plant, see Planting Table on page 10.

Every florist should continually force a supply of Cold Storage Giganteum bulbs—they are an absolute necessity to the modern store.

HORSESHOE BRAND COLD STORAGE GIGANTEUM

A House of Horseshoe Brand Cold Storage Giganteum

THE finest cold storage lily bulbs that can be bought. Bulbs from plants which have been disbudded in the fields in Japan, to increase their strength; dug very late, after they were thoroughly matured, and packed specially for the purpose. Stock limited this year—early orders advised. All offered subject to being unsold upon receipt of orders.

Stored at New York

Size 7x 8 inches, at $21.00 per case of 340 bulbs
" 7x 9 " " 21.00 " " " 300 "
" 8x10 " " 25.00 " " " 250 "
" 9x11 " " 22.00 " " " 180 "

Baby Cases—By Express Prepaid

Size 7x 8 inches, at $8.50 per case of 100 bulbs
" 7x 9 " " 9.00 " " " 100 "

Stored at Pittsburgh

Size 8x9½ inches, at $23.00 per case of 260 bulbs.

Stored at Memphis, Tenn.

Size 8x9½ inches, at $23.00 per case of 260 bulbs.
Size 9x11 inches, at $22.00 per case of 180 bulbs.

PLANTING TABLE FOR GIGANTEUM

THIS table is approximate, based on the average time taken by various growers under average conditions. More or less heat will shorten or lengthen the time in forcing accordingly. To force Magnificum, Auratum or Album additional time of about 8 weeks must be allowed. Multiflorum or Formosum are not advised for cold storage purposes after April 1st.

A House of Horseshoe Brand Cold Storage Giganteum.

We advise growers to use Formosum planted fresh in September and October for flowers from February 1st to March 30th, instead of cold storage Giganteum, which do not flower as well so late in the season.

Bulbs Planted	Will flower about
Jan. 1st	Apr. 15th to 25th
Jan. 15th	Apr. 25th to May 5th
Feb. 1st	May 5th to 15th
Feb. 15th	May 15th to 30th
Mar. 1st	June 1st to 10th
Mar. 15th	June 10th to 30th
Apr. 1st	July 1st to 15th
Apr. 15th	July 15th to 30th
May 1st	Aug. 1st to 10th
May 15th	Aug. 10th to 25th
June 1st	Aug. 25th to Sept. 10th
June 15th	Sept. 10th to 25th
July 1st	Sept. 25th to Oct. 10th
July 15th	Oct. 10th to 30th
Aug. 1st	Nov. 1st to 15th
Aug. 15th	Nov. 15th to 30th
Sept. 1st	Dec. 1st to 15th
Sept. 15th	Dec. 15th to 30th
Oct. 1st	Jan. 1st to 15th
Oct. 15th	Jan. 15th to 30th
Nov. 1st*	Feb. 1st to 15th
Nov. 15th*	Feb. 15th to 28th
Dec. 1st*	Mar. 1st to 15th
Dec. 15th*	Mar. 15th to 30th

The wonder about some lily bulbs is not that they're sold so cheaply, but that they're not given away. All eggs look alike until opened.

LILIUM HARRISII

Lily Cases on the Dock.

HORSESHOE Brand Harrisii are imported from Stephens Brothers, Paget, Bermuda, the Bermuda florists. They have produced Harrisii for a good many years and are thoroughly experienced growers.

The crop for 1913 delivery is expected to be short of the usual demand. The prices are as follows (F.O. B. New York City only:)

Size	Case Contents	Per 100	Per Case	Per 1,000
5 x 7 inches	400	$5.00	$16.00	$40.00
6 x 7 "	335	6.00	16.00	45.00
7 x 9 "	200	10.00	18.00	90.00
9 x 11 "	100	20.00	20.00	200.00

Want of care does more damage than want of knowledge.—B. Franklin.

HOW TO GROW LILIES

IN the first place, experience is the best teacher. Some hints may be given, however, which may cut down your "bill of experience." The florist who grows one case of lily bulbs cannot expect to get the same good results as the man who forces a house full, and gives it his undivided attention. Lilies may either be potted or planted right in the benches. For cut-flowers, we advise large growers to plant Giganteum in the bench. Other varieties will not flower uniformly and should be potted. The best way to handle pots of lilies is to root them on shelves built in a warm shed, where it is dark, and when they are well rooted, transfer them to the greenhouse benches for usual forcing. We do not believe in rooting lily bulbs cold. Good soil must be used, containing a good portion of well rotted manure. Pots and benches must be drained well, and much care used in watering. Lilies want plenty of heat, moderate amount of water, and plenty of moisture for the foliage. See that the bulbs are planted firmly in the soil, and not merely stuck in carelessly. The roots must be kept white—not allowed to get yellow. The best temperature for lilies is 65 to 75 deg. in daytime and 55 to 60 deg. at night. After they show buds an inch long they will stand even 100 deg. in cases of emergency.

Liquid manure is good for them, especially after buds form. Formosum, Multiflorum and Harrisii will not stand as much heat as Giganteum, and if forced too hard will come bad. 7/9 size should be planted in 5-inch pots and not re-potted. Repotting if done carelessly, as is often the case, will injure the roots and deteriorate the plant.

Formosum, being composed chiefly of seven different types, should be potted, and after they start should be assorted carefully, so that the varieties be separated and the plants graded according to height. Lilies should be cut early in the morning and not in the heat of the day. In shipping, they must be packed very firm in good boxes.

Careless packing brings poor flowers into the market, resulting in low prices and often loss. Last, but not least, remember that you cannot have good lilies and greenfly. The work of the Aphis or greenfly is done often before the grower realizes that he is troubled with them. As soon as you discover a greenfly, you must fumigate or use insecticides—don't wait—do it immediately. They multiply very fast and do much injury, causing crippled plants, blasted buds, etc.

FRENCH BULBS

FROM the celebrated fields of Mr. Martial Bremond, Ollioules, France. Mr. Bremond's bulbs are known all over the world as the best quality produced in France. Prices are as reasonable as we can make them. (F.O.B. New York City only):

PAPER WHITE GRANDIFLORA

(The finest stock in the world.)

Size	Case Contents	Per 100	Per Case	Per 1000	Per 10,000
13 cm. up	1250	$1.00	$10.65	$8.50	$80.00
14 " "	1000	1.25	10.00	10.00	90.00
15 " "	900	1.50	11.70	13.00	120.00

GRAND SOLEIL D'OR

(The Yellow Paper White)

Excellent for very early yellow flowers—will bloom for Christmas. First choice, $2 per 100; $16 per case of 1,000; $150 per 10,000.

ROMAN HYACINTHS

Size	Case Contents	Per 100	Per Case	Per 1000	Per 10,000
11x12 cm.	2500	$2.00	$42.00	$17.00	$160.00
12x13 "	2000	2.60	46.00	23.00	210.00
12x15 "	2000	2.80	50.00	25.00	230.00
13 cm. up	1700	3.00	47.00	28.00	270.00
14 " "	1500	5.00	60.00	40.00	

TRUMPET MAJORS

Size	Case Contents	Per 100	Per Case	Per 1000	Per 10,000
11 cm. up	2200	$1.50	$26.00	$12.00	$110.00
12 " "	2000	1.75	30.00	15.00	140.00

FREESIAS REF. ALBA

1st size—$8.00 per 1000. Mammoth—$12.00 per 1000.

CANDIDUMS

18x20 cm., $35.00 per 1000. 20x22 cm., $40.00 per 1000. 22x25 cm., $50.00 per 1000.

Other French bulbs quoted upon application.

MARTIAL BREMOND.

HOLLAND BULBS

FROM an old-established and reliable Holland house—a firm which does not solicit business which belongs to the florists and seedsmen in America. The bulbs are of a very high quality, true to name and well packed. Prices are given below duty paid, F.O.B. cars, New York City. In handling large Dutch bulb orders, we will act as Purchasing Agents, buying for you on a 10 per cent. commission basis, looking after the importation, paying the duty for you, etc., so that you will not have to bother with the shipment at all.

Note.—We cannot execute Holland bulb orders that reach us after August 15th. We take orders for Holland bulbs for import only.

NARCISSUS

THE prices of Narcissus range widely, but when you get delivery, you will get just about what you pay for and no more. The best Narcissus are never sold cheap, because the supply is short of the demand. We offer below a limited quantity of the best grades—termed mother bulbs, as well as the ordinary sizes. These mother bulb Narcissus are the finest grown and are well worth the money to any grower.

Mother Bulbs

(Packed in cases of 1000 each.)

Von Sion, double nosed	$20.00 per case
Golden Spur " "	20.00 " "
Empress " "	20.00 " "
Emperor " "	19.00 " "
Horsfieldii " "	19.00 " "
Victoria " "	20.00 " "

Ordinary Sizes

(Packed in cases of 2000 each.)

Von Sions, double nosed	$18.00 per 1000
" single nosed	13.00 " "
Golden Spur, double nosed	18.00 " "
" " single nosed	13.00 " "
Empress	15.00 " "
Emperor	15.00 " "
Horsfieldii	14.00 " "
Victoria	15.00 " "

Other varieties quoted upon application.

HYACINTHS

PRICES quoted are per 1,000 and for strictly first-class quality, true to name and up to size, in the various sizes quoted. (F.O.B. New York, duty paid):

	1st size	2nd size	Miniatures
SINGLE RED AND ROSE			
Amy, dark red, early	$60.00	$45.00	$18.00
Baron van Thuyll, pink, early	65.00	50.00	20.00
Cardinal Wiseman, pink	65.00	50.00	20.00
Charles Dickens, delicate rose, early	80.00	65.00	30.00
Fabiola, bright rose, large truss	65.00	50.00	20.00
General Pellissier, dark red, very early	70.00	55.00	25.00
Gertrude, bright rose, large truss	60.00	45.00	18.00
Gigantea, rose, large truss	60.00	45.00	18.00
Grand Vainqueur, rose, very early	70.00	55.00	23.00
Lady Derby, rose, large truss	70.00	55.00	23.00
Moreno, rose, large flower	70.00	55.00	20.00
Norma, rose, early	65.00	50.00	20.00
Roi des Belges, fine scarlet	60.00	50.00	18.00
Rosea Maxima, rose, large truss	65.00	55.00	20.00
SINGLE WHITE AND CREAMY WHITE			
Albertine, pure white, very early	60.00	45.00	18.00
Alba Superbissima, pure white	65.00	50.00	20.00
Baroness van Thuyll, pure white, early	60.00	45.00	18.00
Blanchard, pure white, early	70.00	55.00	23.00
Graudeur a Merveille, blush white	60.00	45.00	18.00
La Grandesse, pure white, very early	90.00	70.00	25.00
L'Innocence, pure white, large, early	70.00	55.00	23.00
Madame Van der Hoop, white	65.00	50.00	20.00
Voltaire, blush white	60.00	45.00	18.00
SINGLE LIGHT AND DARK BLUE			
Baron van Thuyll, blue, very early	$65.00	$50.00	$20.00
Blondin, light blue, fine spike	70.00	55.00	23.00

The housewife hasn't anything on the florist when she says her work is never done.

HYACINTHS – Continued

	1st size	2nd size	Miniatures
SINGLE LIGHT AND DARK BLUE—Continued.			
Grand Maitre, blue, large spike	70.00	55.00	23.00
King of the Blues, fine, dark blue	65.00	50.00	20.00
La Peyrouse, lilac, fine spike	65.00	50.00	20.00
Marie, dark blue, large	60.00	45.00	18.00
Pieneman, porcelain blue, fine	65.00	50.00	20.00
Queen of the Blues, light blue	70.00	55.00	25.00
Regulus, fine, light blue	60.00	45.00	18.00
SINGLE YELLOW AND ORANGE			
Ida, the finest commercial yellow	70.00	55.00	25.00
King of the Yellows, dark yellow	70.00	55.00	25.00
Yellow Hammer, large spike	75.00	60.00	27.00
DOUBLE RED AND ROSE			
Bouquet Royal, rose salmon	70.00	55.00	25.00
Grootvorst, fine, rose, light	70.00	55.00	25.00
Noble par Merite, large, rosy red	65.00	50.00	20.00
Princess Alexandria, dark rose, fine	70.00	55.00	25.00
DOUBLE PURE AND BLUSH WHITE			
Grand Vainqueur, pure white	70.00	55.00	25.00
La Grandesse, fine, pure white	80.00	65.00	28.00
La Virginite, blush white	65.00	50.00	20.00
Non Plus Ultra, large, black center	70.00	55.00	25.00
DOUBLE LIGHT AND DARK BLUE			
Bloksberg, light blue	70.00	55.00	25.00
Laurens Coster, indigo blue, fine	95.00	70.00	30.00
Rembrandt, dark porcelain blue	70.00	55.00	25.00
Van Speyck, light porcelain	70.00	55.00	25.00
DOUBLE YELLOW AND ORANGE			
Bouquet d'Orange, reddish yellow	75.00	60.00	25.00
Minerva, orange yellow	70.00	55.00	25.00
William III, apricot yellow	70.00	55.00	25.00

TULIPS

THE characters "a," "b," and "c" indicate the proportional earliness of the varieties of tulips if planted outdoors; "a" and "b" may be used together for bedding purposes, but those marked "c" are later. The numbers preceding the names show the height of growth in inches. Add ten per cent. to following prices in lots less than 250.

SINGLE EARLY TULIPS

		Per 1,000
	Mixed, fine, in good colors, specially for bedding	$6.00
	Mixed, Superfine, in beautiful colors	7.00
b 6	**Alba Regalis,** white with yellow shade	10.00
b 7	**Artus,** deep scarlet, very fine	7.00
b 7	**Belle Alliance,** bright scarlet, sweet scented, fine for forcing and bedding	15.00
b 6	**Brutus,** bronzy red, golden edge, good forcer	9.00
a 8	**Canary Bird,** pure yellow	9.00
b 7	**Chrysolora,** large, clear yellow, fine for forcing	8.00
b 6	**Cottage Maid,** white bordered, deep rose	8.00
c 9	**Couleur de Cardinal,** purplish crimson, for forcing and bedding	18.00
b 7	**Crimson King,** bright crimson	8.00
a 6	**Duc de Berlin,** orange red, gold edged, true variety	16.00
b 9	**Duchesse de Parma,** deep orange, yellow edges	8.00
b 7	**Dusart,** dark red, extra. The true Dusart is decidedly the best scarlet tulip for bedding purposes. A dark scarlet, large and magnificent flower. Very robust variety, extra fine for parks; flowering perfectly even where more delicate tulips cannot stand the smoke and impure atmosphere	14.00
a 8	**Jacoba van Beijeren,** pure white, large flower	8.00
b 7	**Jagt van Delft,** white	7.00
a 9	**Keizerkroon,** fine scarlet, broad yellow edge, extra large. Extra fine for outdoor planting, because of its magnificent, large cup, broad foliage and showy color	13.00
a 7	**La Reine,** white, tinged with rose, early. This tulip is extra fine for forcing. Known all over the world as the best white tulip for commercial forcing and bedding	7.00

TULIPS—(Continued)

		Per 1,000
b 7	**L'Immaculee,** very fine, pure white, good forcer	7.00
a 8	**Maas,** dazzling scarlet, one of the largest flowers and very best scarlet tulips; extra fine for bedding purposes	16.00
a 7	**Mon Tresor,** very fine golden yellow. This tulip is the best and earliest of all yellow tulips for forcing. Excellent for cutting. May be forced into flower early in January	12.00
a 7	**Ophir d'Or,** large, golden yellow, very fine	10.00
a 8	**Pottebakker,** pure white, large	15.00
a 8	**Pottebakker,** pure yellow, very fine	10.00
b 8	**Pottebakker,** scarlet (Verboom), very fine	13.00
b 8	**President Lincoln,** purplish carmine, large flower, very effective bedded with yellow, fine	17.00
b 9	**Prince of Austria,** deep orange, sweet scented, very fine	15.00
a 7	**Princess Marianne,** large white, shaded rose, excellent for bedding	8.00
a 7	**Proserpine,** fine silky rose, magnificent	22.00
a 8	**Rembrandt,** brilliant scarlet, large, very early	17.00
b 8	**Rosamundi Huikman,** rose and white, very showy	8.00
b 7	**Rose Gris-de-lin,** very fine, delicate rose, early, extra fine for both forcing and bedding	6.00
b 7	**Rose Luisante,** deep rose and white, very distinct, extra fine	18.00
b 9	**Thomas Moore,** orange, fine for forcing	9.00
b 6	**Van der Neer,** violet purple, extra fine, large flower	18.00
b 8	**Vermilion Brilliant,** beautiful brilliant vermilion	18.00
b 7	**White Hawk,** pure white, fine, large tulip, early	15.00
c 8	**White Swan,** pure white, late	8.00
b 7	**Yellow Prince,** pure yellow, very sweet-scented, very easy to force. One of the very best for both forcing and bedding	8.00

DOUBLE TULIPS

Mixed, for forcing and gardens	$7.00
Mixed, superfine mixture, excellent	8.00
Mixed, late varieties	8.00

TULIPS—(Continued)

		Per 1,000
a 8	**Alba Maxima,** creamy white, early	10.00
a 8	**Couronne d'Or,** yellow shaded orange. Without doubt one of the best double yellow tulips for forcing; stems strong and erect	18.00
b 9	**Duke of York,** red, edged white	10.00
a 7	**Gloria Solis,** deep red and yellow	12.00
a 8	**Imperator Rubrorum,** very fine rich glowing scarlet, one of the finest double scarlets for forcing	18.00
b 8	**La Candeur,** pure white. This variety is beautiful when planted with Rex Rubrorum in designs, and planted two inches apart. Can also be forced very slowly	12.00
b 7	**Le Blason,** white shaded rose, early	10.00
a 8	**Murillo,** white tinged rose, beautiful. This is decidedly the best double pink tulip for forcing and bedding. Flowers are large and easily forced	10.00
a 9	**Purple Crown,** dark purple, very fine	12.00
b 8	**Rex Rubrorum,** very fine scarlet. Beautiful when planted with La Candeur in design, as they grow to same height and bloom at same time. Not good for forcing	13.00
a 9	**Rosine,** very fine rose, semi-double, early	12.00
a 8	**Rubra Maxima,** dazzling crimson scarlet, very fine	12.00
a 8	**Salvator Rose,** splendid deep rose and white, extra fine for forcing	18.00
a 8	**Tournesol,** red and yellow, bright red with yellow edge, large flower, sweet scented. One of the earliest to force	18.00
a 8	**Tournesol,** yellow, orange shaded, early, fine for forcing	16.00
a 9	**Vuurbaak,** beautiful glowing scarlet, one of the largest	16.00

VARIOUS TULIPS

		Per 1,000
	Bizarres (yellow ground), mixed	10.00
	Byblooms (white ground), mixed	13.00
	Bizarres and Byblooms, mixed	10.00
	Parrot Tulips, named (common varieties)	9.00
	Parrot Tulips, mixed	7.00
	Darwin Tulips, mixed	12.00
	May Flowering Tulips, mixed	10.00
	Gesneriana Major (Spathulata), scarlet, fine for bedding	12.00

Canning, in an official dispatch relating to a commercial treaty, once said: "In matters of commerce the fault of the Dutch, is giving too little and wanting too much."

MISCELLANEOUS

Anemones, single mixed	$6.00
Double mixed	12.00
Crocuses, named varieties	8.00
Mixed, first size, separate colors	5.00
Mixed mammoth, separate colors	8.00
Yellow, mammoth	8.00
Yellow, first size	6.00
Yellow, second size	4.00
Gladiolus "The Bride" (Colvilli alba), pure white, for early forcing	5.00
Iris, English mixed	9.00
Spanish mixed	3.00
German mixed	8.00
Jonquils, single, yellow, sweet-scented	6.00
Single Campernelle, deep yellow	6.00
Double, yellow, sweet-scented	18.00
Odorus Rugulosis, fine, large, deep yellow, fragrant	8.00

SPIRAEA

Horseshoe Brand Spiraea are especially fine. Good large clumps, true to name and well packed.

	Per 100
Astilboides Floribundus, white	$8.00
Compacta Multiflora, white	7.00
Gladstone, immense spikes, white	8.00
Japonica, white	5.00
Peach Blossom, pink	10.00
Queen Alexandria, pink	10.00
Queen of Holland, white	9.00

NEW SPIRAEAS

	Per 100
America, lilac rose with silver reflex, 3 to 4 feet high	$45.00
Avalanche, pure white, feathery	25.00
Philadelphia, lavender pink	35.00

BELGIUM AZALEAS

Azalea Plant

HORSESHOE Brand Azaleas, Palms, etc., are from the well-known nurseries of Mr. C. Petrick, Ghent, Belgium. Mr. Petrick makes a specialty of Azaleas, and has the largest and finest stock in Belgium. He is also the originator of several new varieties, well known to the trade. Prices given below are regarded as duty paid, F.O.B. cars, New York City. Case charges are extra at cost. Under the new laws it is advisable for small buyers to buy their Azaleas duty paid, F.O.B. New York, to escape any possible trouble with the Government authorities. The price of an Azalea plant is not alone based on the size, but on the shape and variety as well, so our prices are based on actual plant value.

Standard Azaleas

Larger speciment plants quoted upon application. Pyramids from $1.00 to $6.00, according to size. When ordering Azaleas, buyers may have Araucarias, Camellias, Palms, etc., packed in the same case or cases. No matter how large or small the order may be, it is welcome.

DWARF AZALEAS ON OWN ROOTS

A most excellent thing for every florist, good, well-shaped little plants—very profitable.

Chas. Encke, single, rose salmon, white margin, late, $25.00 to $30.00 per 100.

Marie Louise, single white, rose stripes, late, $25.00 to $30.00 per 100.

Hexe, fine scarlet, for Christmas forcing, $30.00 to $35.00 per 100.

Crowns of about	Per 100	Crowns of about	Per 100
10 to 12 inches in diameter	$35.00	15 to 17 inches in diameter	$100.00
12 to 13 " " "	45.00	16 to 18 " " "	125.00
13 to 14 " " "	55.00	17 to 19 " " "	150.00
13 to 15 " " "	65.00	18 to 20 " " "	200.00
14 to 16 " " "	75.00	20 to 22 " " "	250.00
15 to 16 " " "	85.00	21 to 23 " " "	300.00
		22 to 25 " " "	400.00

Other varieties quoted upon application.

"Bargains" are the chestnuts of trade and "less than cost" goods a libel on common sense. "Big sacrifices" are 99 per cent. of the time just nonsense—mere gush—an insult to the thinking man and woman.

AZALEA INDICA VARIETIES

RELIABLE XMAS FLOWERING VARIETIES

Apollo (Schulz), semi-double, dark scarlet, early.
Deutsche Perle, double, pure white, early.
Hexe (Otto Forster), double, scarlet, early. (Hybrid of Indica and Amaena.)
Madame Petrick, earliest azalea, fine rose (25 per cent. of order allowed).
Simon Mardner (must be well budded for Christmas), very double, bright rose, early.
Vervaenea, double, rose-salmon, white margin, early (25 per cent. of order allowed).
Vervaenea Alba, pure white, ships better than Deutsche Perle.
Petrick's Superba, the new Indian Azalea—an improvement on Madame Petrick on account of its color, which is similar to Vervaeneana. It forces as early and as easy as Madame Petrick—it is the finest Christmas Azalea. Delivered in two sizes, 12-inch and 15-inch only. (We are entirely sold out for 1913 delivery.)

LATER FLOWERING VARIETIES

Chicago, double salmon, white margin, late.
De Schruyveriana, rich rose, shaded red, white margin, very fine, late.
Dr. Moore, double deep rose, fine variety, late.
Emperor of Brazil, double soft rose, extra fine in large plants, late.
Empress of India, double, rich salmon-rose, fine in large sizes, late.
Ernst Eckhaute, double, bright amaranth, very fine.
Helene Thelemann (Mardner) very double, fine rose, early (January to February).
John Llewelyn, double, soft rose, white margin, fine.
Jean Peters, double, deep carmine, fine plant (February to March).
Mad. C. Van Langenhove, double, white, striped red.
Mad. Van der Cruyssen, semi-double, crimson (February to April), one of the best market varieties.
Mad. Jos Vervaenea, very large, double flower, rose salmon, white margin.
Mad. Morreux, fine, large flower, rose, large white margin.
Memoire de L. Van Houtte, double, brilliant crimson, extra fine.
Niobe, double, pure white, best Easter white.
Pres. Oswald de Kerchove, double, rose, fine plant, late.
Paul Weber, very double, light pink, large, white margin, late.
Pharailde Mathilde, double, white, flamed red, early.

AZALEA INDICA VARIETIES—(Continued)

LATER FLOWERING VARIETIES—Continued

Princess Elizabeth, double, pure white, late.
Prof. Wolters, single, undulated pink, white margin, fine Easter plant.
Raphael, double, pure white, fine for forcing.
Sacuntala (Schulz), very double, white, fine for forcing.
Talisman, double, salmon, purple blotch, large white margin, early.
Vuylstekiana, fine, bright claret, late.

ARAUCARIAS

EXCELSA

5 to 6 in. high, 1 to 2 tiers.....$40.00 per 100
6 to 8 " " 1 to 3 " ..... 50.00 " "

Stronger, 1 year old

8 to 10 in. high, 2 to 3 tiers.....$60.00 per 100
10 to 12 " " 2 tiers ..... 70.00 " "

Stronger - fine stock

12 to 14 in. high, 3 to 4 tiers.....$80.00 per 100
14 to 15 " " 3 to 4 " .....100.00 " "
16 to 18 " " 3 to 5 " .....125.00 " "

Specimens

16 to 20 in. high, 4 to 5 tiers..... $1.60 each
20 to 25 " " 5 tiers ..... 2.00 "

EXCELSA GLAUCA—Fine plants

6 to 8 in. high, 1 to 2 tiers.....$80.00 per 100
7 to 10 " " 2 " .....100.00 " "
10 to 12 " " 2 to 3 " .....125.00 " "
12 to 13 " " 3 " .....150.00 " "
14 to 15 " " 3 to 4 " .....160.00 " "
14 to 16 " " 3 to 4 " ..... 2.00 each

EXCELSA COMPACTA ROBUSTA

5 to 7 in. high, 1 to 2 tiers..... $1.00 each
6 to 8 " " 1 to 2 " ..... 1.25 "
8 to 10 " " 2 " ..... 1.50 "
10 to 12 " " 2 to 3 " ..... 1.60 "
12 to 15 " " 3 " ..... 2.00 "
15 to 18 " " 3 to 4 " ..... 3.00 "

The general opinion is that Horseshoe Brand Bulbs and Azaleas are as good as it is possible to get for the money; and where an opinion is general, it is generally correct.

PALMS

Fine assortment of commercial sizes of strong and cool grown plants. Spring or Fall deliveries.

Kentia Balmoreana

12-15 inch,	5-6	leaves	$40.00	per 100
14-16 "	5-6	"	50.00	" "
15-18 "	6-7	"	60.00	" "
17-20 "	6-7	"	80.00	" "
19-22 "	6-7	"	100.00	" "
22-25 "	6-7	"	125.00	" "
24-28 "	6-7	"	150.00	" "
28-34 "	6-7	"	2.00	each
36-40 "	6-7	"	3.00	"
40-44 "	6-8	"	3.75	"
45-48 "	7-8	"	5.00	"
50-60 "	7-8	"	6.00	"
65-70 "	7-8	"	10.00	"
6- 7 feet	7-8	"	15.00	"

Kentia Fosteriana

12-15 inch,	5-6	leaves	$40.00	per 100
15-18 "	5-6	"	50.00	" "
17-20 "	6-7	"	60.00	" "
18-22 "	6-7	"	70.00	" "
20-24 "	6-7	"	80.00	" "
24-28 "	6-7	"	100.00	" "
28-34 "	6-7	"	125.00	" "
32-36 "	6-7	"	150.00	" "
34-38 "	6-7	"	175.00	" "
36-42 "	6-7	"	2.00	each
42-45 "	6-7	"	2.50	"
45-50 "	6-7	"	3.00	"
52-60 "	6-7	"	4.25	"
6- 7 feet	6-7	"	15.00	"

Larger specimens quoted upon application.

Other varieties of Palms, Ficus, Dracaenas, Ardisias, Acacias, Azalea Mollis, Azalea Pontica, Camellias, Rhododendrons, Gloxinias, Tuberous Begonias, etc., quoted upon application.

Prices will also be given to those who wish to buy direct from Belgium.

DID YOU KNOW

THAT there is a law now in effect which requires you to get permission from the United States Government to import Belgium Azaleas, Palms, etc?

THAT no matter how small or how large a buyer you are, you must have such permission from the Government?

THAT, furthermore, the shipper abroad must have certain certificates attached on the outside of the cases, specifying the contents, and to whom the goods are consigned?

THAT if the proper conditions are not complied with as according to law, the goods will be refused admission into this country?

THAT even when admitted, should the inspectors find disease, dangerous insects, etc., on the plants, the shipment will likely be confiscated and destroyed?

THAT the loss will fall entirely on you—according to law you will be liable—not the foreign shipper?

THAT there have already been very severe losses in this country, owing to the new law?

THAT the average florist is not in a position to take such risks, by buying Azaleas, etc., from various agents.

THAT this is a matter which you should give serious consideration, and ask yourself the following questions:

Have I bought my Ghent stock from a firm which is absolutely responsible and reliable?
Have I assurance in writing that the new Plant Quarantine Law will be complied with in every particular?
Have I permission from the Government to import such stock?
Can I afford to take the risk of importation under such conditions?

Buy your Azaleas, Palms, etc., through a Reliable American Firm—someone who is here to look after your shipments when they arrive. This is very important in 1913.

THE LILY KING

A. S. BURNS, Jr.

AMONG the Specialists in the flower-growing business, Mr. A. S. Burns Jr. of Spring Valley, N. Y. is by far the largest grower of lily bulbs in America, if not in the World. His houses are models of modern times. At all seasons of the year there are lilies in all stages, grown on a most scientific principle. House after house turns out good crops periodically. At present writing there are 175,000 lily bulbs planted in the houses, in various stages of growth. The cut runs as high as 22,000 per day. In a year the cut averages over 1,500,000 lily blooms from Horseshoe Brand Bulbs. Mr. Burns ships anywhere east of the Mississippi River, and ships so that the boxes open up in first class condition. When you open a box of Burns' lilies, no matter where you live, you find them in absolutely first class shape—fine large crisp blooms. He gives his entire attention to his business, and besides being a grower of exceptional ability, is a thorough business man. Such a specialist is a great credit to the trade, and a good example of a successful florist to pattern after. High efficiency and scientific management.

A Twentieth-Century Horticulturalist doing a big thing in a big way.

THE FLORIST

And What Makes for Highest Efficiency

ONE who reads his trade paper each week is a much more efficient business man than one who does not. He gets the results of the experience of others and can employ the information thus gained in improving his own condition. While it is true that there is a good deal of personal gush under local headings in some of the papers, one can always find some good in them if you look for it. The writer would read Horticulture because of its editorial page, if for nothing else, though there are other good articles to read; and our opinion is that every trade paper should maintain an editorial page, and do some good with it. There are always times when the trade needs the expression of free opinion on matters which are best treated in editorial columns, and if our trade papers were a little more progressive along this line it would be good for the business.

If talent is lacking, the papers not publishing an editorial page are the ones which can best afford to buy talent, and, as their dividends are enormous, it is nearly time they spent a little of their surplus for the benefit of the trade.

NEW YORK CITY

THE population of New York is about six million people. Within five hours ride from Broadway and Forty-second Street, New York, are twenty million people, or about one-fifth of the population of the United States The rapid transit lines of New York in 1911 carried more than one billion six hundred million people, or five million per day- every twenty-one days as many as live in the entire United States.

New York city hotels can accommodate over 350,000 guests—the entire population of Cincinnati; and yet during August of last year people were turned away from the biggest hotels, owing to the abnormal influx of visitors. It is claimed that 1,500,000 is spent annually in Greater New York for floral emblems for funerals alone. Over 200,000 designs are sent to the cemeteries annually, ranging from $1 each to $400. The average is estimated at $8. New York is the largest flower market in the U. S. A.; also the biggest market for bulbs—this being natural, owing to the importing facilities. That's why we are located in New York City.

From April 5th to 12th will be held a Flower Show in New York City, which will be worth the visit of every florist in this country. You are most cordially invited.

STORAGE FOR BULBS

One of the Manhattan Cold Storage Warehouses.

THE Manhattan Refrigerating Company of New York City, one of the largest Cold Storage plants in the World, is the best equipped warehouse for Horticultural Products in existence.

Their rooms are maintained specially for lily bulbs. More bulbs are stored in this warehouse than in all other warehouses in the U. S. A. combined. The most difficult article in our line to store is Lily of the Valley Pips, and this is one of the few warehouses which is able to handle the business. They know how to care for Horticultural Products.

The loss due to improper storage of bulbs, pips, etc., is sometimes very great, and it is most important to secure the services of experienced cold storage men. You can store any number of cases there at reasonable rates.

If you live out of town, they maintain a shipping department to attend to your deliveries—all you have to do is to send your bulbs there, state plainly what they are, and write them when you want shipments made. We recommend them cheerfully to anyone requiring reliable cold storage service.

The Manhattan Refrigerating Co. give specialized service in the storage of Lily Bulbs, Valley Pips, Shrubs, Trees, Boxwood, Galax, Smilax, Seeds and Roots. This is the day of the Specialist—and M. R. C. service is special service.

Difference in men. One talks about how bad business is, while the other is creating business.

BUY FROM RESPONSIBLE HOUSES

IT is generally conceded in business professions that the richest proprietors are those chiefly encouraged. This is falsely imputed to the ill nature of mankind, who are ever bestowing their favors on those who least want them.

Now, if you fairly consider the matter, you will find reason is the foundation for such a conclusion. Suppose a rich and a poor man were both equal in their natural integrity. One ought, in common prudence, to fear foul play from the indigent person, rather than from one whose circumstances seem to have placed him above bare temptation of money—the poor man might be obliged through force of circumstances to fail in his obligations.

The same reason makes the government regard her richest citizens as those most concerned for her welfare, and consequently better fitted to be intrusted with her highest offices. On the contrary conditions are becoming such that all a poor man can hope for is a civil war.

Perhaps this reasoning will conflict with your sense of justice and ruffle your sympathies, but nevertheless it is facts we must consider. All men are not equally qualified for getting money, but everyone should be thrifty. You seldom find a thrifty man in want, and if he is also diligent and pursues practical business methods, he will eventually be at least independent.

In spite of instances much advertised, most men become rich through their own efforts and operations. And no matter how much money a man may inherit, if he is lacking in business qualities he'll lose what he has, or be unsuccessful until he quits. So after all, it's a very good rule, and the safest to follow, to do business only with houses financially capable of assuming large business obligations. Small men financially and mentally are always in trouble, consequently are those who deal with them. That's the reason most of them remain of limited importance, and many fail altogether. Some men were never cut out for business and will never fit into the right place. They may keep hobbling about, taking their friends with them, but they'll never get there. It's the old story of the under dog—we all sympathize with him, but it's mighty poor policy to mix in and get bit. There's a reason why some people fail to succeed, and the disease is catching—stay away from it.

A Diplomat is an international liar.

THE HIGH COST OF LIVING

THIS is the topic of the times. Florists feel it all over the country; everyone does. Everything seems to go up in price, except the price of flowers. The reason is because the florist has not yet reached the point of good business principles and advertising. The same fellow who will cuss a Vervaenea streak, will deliver 25 cents worth of greens in an automobile and "charge it" to some big fat old millionaire who is sitting at home with a striped vest and a second wife with a tiara.

Of course, the old fellow is riddled with fancy, gold-edged, half morocco diseases—a regular curio cabinet of trouble—and he must have them delivered. That's what causes the expense account to jump—and after all, do you on the average make more profit from the sale of your products to the rich than you do from selling the poor?

Don't you really make more when a poor woman comes in, pays you cash and walks out with her purchase? There would be less howling about the high cost of living if the expense of marketing was reduced.

THE COST OF A THING

IS all that has been expended upon it, whether in discovery, production, refinement, decoration, transportation, or otherwise, to bring it to its present condition in the hands of its present possessor. The price of a thing is what the seller asks for it (Standard Dictionary). See the cost tables on pages 33 and 34.

Florists are not institutions of charity; they are as much entitled to profits—tangible gains that augment the bank account— as any other merchant, manufacturer or producer. More than that, they have even a right to look forward to the day they expect to be opulent. How many ever become wealthy in the florist business? Perhaps one in thirty.

About four out of ten are failures from the start, principally because they cannot distinguish the difference between cost and price, value and worth.

When anyone offers you the best at the cheapest price, there is a fishiness about it that compels a reasoning man to hold a suspicious opinion in the matter.

A Florist sells —
Cost of Production $14 —
Adds 25% for profit 3.50
He bills his customer 17.50
His expense in doing business is 20% of the selling price $3.50
HOW MUCH DOES HE MAKE?
FLORIST
Not very much
I don't know
Not a cent
THAT'S RIGHT- HE DON'T MAKE A CENT: HE'S JUST SWAPPING DOLLARS
Don't ask me

COSTS

IN the matter of costs, the average florist is very careless. That is, he does not know just what one plant costs, as compared with another. He doesn't know that on some things he is losing and on others making money. He forgets that the loss on some things offsets, in a large degree, the profit on others. He does not know on what to raise his prices to balance this loss. If he can't raise his prices, the sooner he stops growing that certain article the better off he will be. He should grow that which he can make the most profit from.

WHAT IS PROFIT

Do you know as a matter of fact there are very few business men who can figure profit correctly? Many men think that if an Azalea plant cost $5, and say $1 to force, and is sold for $10, the profit is $4. They fail to consider that it may have been delivered in an auto; that perhaps it was charged and not collected for six months; and all the little things, which make up "business expense," or the cost of doing business. Tables on the next pages will show how to figure real profits—not imaginary ones, but the profits that really get into your bank account. Many florists can profit by these tables if they want to figure their business out correctly, and—remember that whenever you are tempted to put on a low price don't forget it is the net profits that count and not the volume of business you do. If you make no profit on the flowers you sell, you are not making money, no matter how much business you do—you are just swapping dollars. And you can't swap dollars and take money out of your business for improvements or personal use for any length of time without getting into serious financial shape sooner or later.

TABLE FOR FIGURING NET PROFITS

IF you do a business of say $40,000 per year, in your retail store and greenhouses; and your total expenses, including your living, are $10,000, your cost of doing business is 25 per cent. Therefore to make a net profit of 12½ per cent., which should be made in the florists business, you must mark your goods at 60 per cent. above cost. To make about 16 per cent. mark your goods 70% above cost.

If the cost of doing business, figured on sales, is represented by one of these figures.

MARK YOUR GOODS AT ONE OF THESE PERCENTAGES ABOVE DELIVERY COST

%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%
25	10	9	8	7	6	5	4	3	2	1	00	1 loss	2 loss	3 loss	4 loss	5 loss
33-1/3	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	00
40	18-4/7	17-4/7	16-4/7	15-4/7	14-4/7	13-4/7	12-4/7	11-4/7	10-4/7	9-4/7	8-4/7	7-4/7	6-4/7	5-4/7	4-4/7	3-4/7
50	23-1/3	22-1/3	21-1/3	20-1/3	19-1/3	18-1/3	17-1/3	16-1/3	15-1/3	14-1/3	13-1/3	12-1/3	11-1/3	10-1/3	9-1/3	8-1/3
60	27-1/2	26-1/2	25-1/2	24-1/2	23-1/2	22-1/2	21-1/2	20-1/2	19-1/2	18-1/2	17-1/2	16-1/2	15-1/2	14-1/2	13-1/2	12-1/2
75	32-6/7	31-6/7	30-6/7	29-6/7	28-6/7	27-6/7	26-6/7	25-6/7	24-6/7	23-6/7	22-6/7	21-6/7	20-6/7	19-6/7	18-6/7	17-6/7
100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25

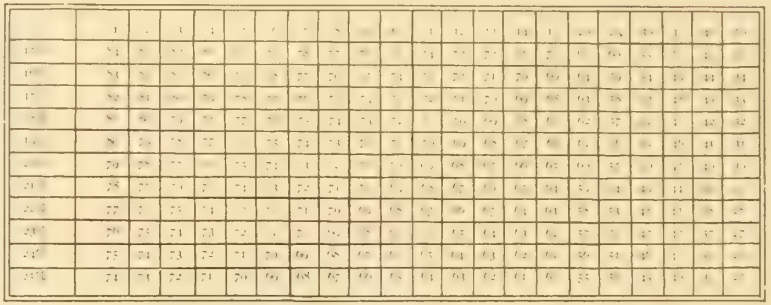
Your percentage of net profit is represented by the figure at the junction of the two columns. For instance: If your cost of doing business is 20 per cent., and you want to make 5 per cent. net, you must add 33 1/3 per cent. to your delivered costs. If you want to make 13 1/3 per cent. you must add 50 per cent. to delivered costs.

"Follow the street called 'By and By,' and you will reach a house called 'Never,'" said Cervantes. A number of florists have been parading in "By and By" street for years, making promises as they go along, but never keeping them. Our records show that not more than 15 per cent. of the Florists' promises ever materialize.

TABLE FOR FIGURING NET PROFITS - (Continued)

NET PER CENT PROFIT DESIRED

COST TO DO BUSINESS



Divide the delivered cost by figure in the column, net per cent. profit desired, on the line with per cent. it costs you to do business. For instance, plants cost you delivered $24.00. It costs you 20% to do business; then you want to make 20%—take figure 60 to divide with. $24.00 ÷ 60 = $40.00, the selling price. The percentage of cost of doing business and profit is figured on selling price.

COST AND PROFIT

Added to Cost	Is Profit on Selling price	Added to Cost	Is Profit on Selling price	Added to Cost	Is Profit on Selling price	Added to Cost	Is Profit on Selling price
5 %	4¾%	25	20	50 %	33⅓%	80	44½
7½	7	30	23	55	35½	85	46
10	9	33⅓	25	60	37½	90	47½
12½	11⅛	35	26	65	39½	100	50
15	13	37½	27¼	66⅔	40	150	60
16⅔	14¼	40	28½	70	41	200	66⅔
17½	15	45	31	75	42¾	300	75
20	16⅔						

If your delivered cost is $20 and you want to make a profit on the selling price of 20%, you must add 25% to cost.

THE NEVERFAIL CROP

THERE'S one crop in the U. S. A. that never fails, and that's the fool crop. They're born as fast as you can bury them. Though they can't catch up with real civilization, they last long enough to perpetuate the breed, and scatter themselves among the more fortunate. They were weaned too soon, then baptised in cracked ice, and it made them bull-headed—they know it all. They talk because they have to say something—not because they have something to say, and in general they are a very undesirable lot to deal with, because they will not reason—it's beyond their mental powers. Such fellows say lily bulbs are all alike. In fact they know as much about lily bulbs as they do about hieroglyphics on a Babylonian cuspidor.

STEALING PROFIT

THE man who countermands a bona fide order and gives it to another firm, even in an altered form, no matter what the reason may be, is nothing better than a coward and a thief. This may sound harsh, but it's the truth. It is stealing the profit of the seller. It costs money to get orders in business. The firm which accepts such orders knowingly is no better. Take home the fact and nurse it—suppose you had the order that was countermanded. No man ever amounted to anything in business who cancelled his contracts, without indemnifying the seller for the loss.

EXCUSES

We had a salesman recently, or rather an order-taker, who was everlastingly writing the house that he was behind time—our competitors had been there, and other excuses, which only went to show that his weight was too light for the territory he covered. If the writer ever finds a town where competitors have not been, he'll buy it for a rest cure, for if there is such a town anywhere, it won't be apt to cost much. Some salesmen must expect the buyers to chloroform them and stuff the orders in their pockets.

THE CREDIT DEPARTMENT

THIS is the department which has to pay the bills, and which tries to collect our accounts when they are overdue, as most florists' accounts generally are. If men were put in jail for debt, as was the case in England in olden days, we know places where the jails would be jammed with florists—and wouldn't it boom the price of cut flowers though? We estimate that not more than 25 per cent. of the florists in the country keep their bills paid up promptly. This is due largely to carelessness in collections and over-extended credit given by Hollanders and some other houses. By giving a florist too much credit or too much time, you do him an injury. You induce him to overbuy, and you encourage him to be careless about his collections.

We know two seed houses in Philadelphia. One house is careful with their credits and make their collections promptly. A recommendation from them is better than a Dun or Bradstreet. The other house gives credit to anyone—good, bad or indifferent. A recommendation from them must be discounted considerably. And, besides this carelessness in extending credit, they will give anyone such long time as to enable them to make use of the cash proceeds of sales for from six to nine months at a clip. This method is demoralizing to the business, encourages carelessness among the florists, and is a detriment to everyone concerned. You may guess which of the two houses is making the most actual profit in that particular part of his business. The conclusion is obvious. The first house referred to above is really a blessing to the trade. Their credit customers are the very choicest in the land. The good they have done in refusing credit to "doubtfuls," the entire trade may be thankful for, and especially the fellow who has been turned down. To give any man more credit that he can stand with reasonable safety is to do him an actual injury. The man who can resurrect his credit after being turned down is the man who has laid the most solid kind of a credit foundation.

In considering credit—how much a florist is entitled to—the credit man always asks himself: "Can the account be collected without loss in case the debtor should suddenly die? Has he sufficient resources to cover his total liabilities? Does he own property, and if so, what equity would be realized at forced sale? Has he enough life insurance to protect his family and perpetuate the business in case of death? And above all—is he honest?"

In valuing a man's property, greenhouses are not regarded as an improvement on that property in excess of 25 per cent. of their cost, at any stage of the game. Some greenhouse plants would be a detriment. This is the cold-blooded method of figuring, but in time of trouble, liquidation is usually made this way. A greenhouse plant must be operated to pay, and when Mr. Florist builds a new house for say, $4,000, he can consider it does not add more than $1,000 to the value of his property—the other $3,000 he must work out if he wants it to pay.

PROTECTION

THE Hollander still runs amuck throughout our land of the free and home of the brave, collecting his orders from Jobbers, Seedsmen, Florists and their respective customers. He comes here assisted by the rebates from the freight we pay; sells his products resulting from cheap labor in Holland; returns home and is satisfied. He ought to be. Americans down in Virginia and Rhode Island, who grow Holland bulbs, must pay heavier labor bills. Of course, we don't blame the Hollanders.

We are to blame for allowing it. Same pertains to German products. We are not permitted to ship roses into Germany, but Germany can ship her roses to the States. We are not permitted to ship bulbs, etc., to France, but France can send her bulbs to the States. And these countries, by reason of their cheap labor, can compete very profitably. What does a duty of $1 a thousand on Tulips amount to, and what is 50 cents per 1,000 on Hyacinths? The actual value of Tulips we surmise is about the value of a good grade of onions in this country. Of course, they bring more because Holland has practically a monopoly of the product.

If the large houses in the States engaged in the seed and bulb business were not such cowards, they would organize for the protection of their business, as other large houses in other lines do when foreign competition interferes with them and their business. Put a per capita tax on the Hollander, make him pay a tax for doing business here—we have to do so—why not the foreigner as well? If every Hollander stayed home he would sell just as much, make more profit and give American houses the fair business chance they are justly entitled to. There are plenty of Holland houses who would be just as well satisfied to stay home, too, provided their competitors did not flock over here like a pack of geese.

RECIPROCITY IN BUYING

RECIPROCITY without representation is the poorest of policies. Because John Doe buys asparagus seed from you is no reason why you should buy bulbs from John Doe, unless his bulbs are as good as you can get elsewhere. John Does are usually Jacks-of-all-trades, selling everything from a Paris Green squirter to a ton of onion sets, and specializing on nothing. This is the day of the specialist. Besides, John Doe buys your asparagus seed because he needs it—he wants the quality you grow. We are lily bulb specialists and not asparagus seed buyers.

Dr. Sam Johnson said: "The chains of habit are too weak to be felt, until they are too strong to be broken."

OUR RESPONSIBILITY

CEASES absolutely five days after you have received goods from us. You have the privilege of returning the goods within that time, provided they are not up to the standard. And still some florists seem to think we should be responsible for flowering results.

If we had to take such responsibilities you can bet your sweet life we wouldn't sell a bulb—we would grow them ourselves. No man can be responsible for that over which he has no control. When you consider the matter seriously, how ridiculous it is for a florist to expect such a thing. Just think—how do we know the grower or some of his employees have not ruined the stock in the growing? How do we know whether the bulbs even came from us?

But aside from all this, how do you suppose we could do business and make allowance for improper flowering results, whatever may be the cause? If we make a net profit of 12½ per cent., we are pleased. Is that too much, considering the nature and perils of the business? Would you be satisfied with that in your business? Do you sell flowers on any such margin? Not much—you want from 50 to 200 per cent.

We are wholesale importers. We are not an insurance company. Insurance companies worth millions wouldn't think of taking the risk some florists seem to think we should assume. Be fair. Reason the thing out. The very nature of your business is one of risk. A flower grower must figure the average. If there were no risk in the florist business, there would be no profit. When you receive bulbs and plant them, they should be paid for in full. The flowering risk is up to you. If they are not good when you receive them, return them the same way they came, and do it immediately. If, however, you have a just claim, such as rotted bulbs, sprouted bulbs, etc., make it, by all means, but do it promptly, and never after the bulbs have been planted.

The man who complains when his bill becomes due is 90 per cent. of the time dishonest. He wants time and growls about the goods.

PUBLICITY

THE reason why the florist's business is not greater than it is today is due chiefly to the lack of advertising—publicity. You will find candy stores, restaurants, bakery shops, stationery stores, etc., on the busiest streets, and on the right side of the street too, paying high rents and making their business pay—whereas the florist generally rents around the corner where rents are 50% less and incidentally trade is at least 75% less in value. Of course, it may be expensive to start, but cheap store rent is not usually the best investment.

If the florists, or the Florists' Clubs would combine in the matter of expense, and advertise flowers in general, it would pay everyone concerned. Suppose one or two narrow-minded fellows would refuse to "come in," what's the difference—in the course of time they will join and meanwhile the business will be boosted.

Suppose daily newspaper advertising in a town of 25,000 people costs 15 cents an inch per insertion, and there were five florists in the town—that would mean 3 cents per inch each. Ten inches per day would mean 30 cents each a day, for a good advertisement in the daily paper, read day after day and year after year. Such advertising is bound to bring results.

In towns of larger population the rates advance from say 50 cents per inch in towns of from 25,000 to 125,000 to even $9 per inch in New York City. But in such larger towns the results are in a like proportion larger. It pays those who advertise in other lines—why not the florist? Why should the candy man, or the baker, or the grocer, make money in advertising, and not the florist?

Try it a year and see for yourself—it's not much use to expect results in a month, or even three months—it's the everlasting grind that brings the business—keep grinding.

IF I WERE A FLORIST

WITH a son who wanted to follow the business, I'd put him through a two-year course in Ad. Writing; then I'd put him into a newspaper office for two years—an office where space is counted out by the agate line—so he would learn the art of boiling-down to a fine point. Then I'll bet a thousand dollars to a pant's button that he will make more money in the florist business in the following ten years that any competitors prepared by other methods.

The coming generation of florists will be thorough business men. All thorough business men in such a line must be advertisers. That is, those who will be successful. The science of advertising is not as simple as some would think—anyone can advertise, but not all advertisements pay for themselves, not considering trade they should bring; so an advertising education is almost invaluable to the successful business man today. Advertisements must vary—they must appeal to various classes of people, and must be written accordingly. Advertisements in our line must be written with the object of getting the florists' attention—for the average florist is not much of a card-ad. reader.

We estimate 50 per cent. of the trade-paper ads. are wasted-money ads. that don't bring sufficient business. Not because it could not pay them to advertise, but because they do not word and frame up their advertisements so they will be read and be remembered. The trade papers would, we believe, help some of them; but no doubt they feel a little shaky about offering assistance, the same as we do sometimes in various things, because many florists are just like a square peg in a square hole—set in their ways and unwilling to be advised.

THE BEST CUSTOMERS

DON'T think that the rich are the best customers, for they are generally the poorest in the world. They can afford to dispute their bills without subjecting themselves to any humiliation.

That they are rich is known, and that they keep people waiting for their money, and haggle over the amount, does not detract one iota from their prestige among themselves.

It is also a mistake to suppose because they "stand you off" you can charge them more.

The only people who pay more than they ought to for everything they get are the poor.

The poor cling passionately to independence, because with them independence is such a precarious asset, and they will nearly always pay more than an article is really worth rather than to give anybody an opportunity to criticize them for disputing the price.

Another advantage in having the poor for customers is their number. They pay promptly in cash all the way from 10 to 50 per cent. more than the article is really worth; and there are such quantities of them that the profits in their case are much larger than in the case of the few rich people, each one of whom may buy a quantity.

Get next to the multitude of poor if you want to make money.

CASH CUSTOMERS

GETTING cash customers is like having a one-armed man take up the church collection—it tends to minimize the loss. Not that either party to the transaction will take advantage of the other, but that the deal is consummated then and there. This thing of employing men to send out monthly statements, write dunning letters, draw drafts, etc., on the trade is not only demoralizing, but is expensive.

The fellows who allow their accounts to become overdue are usually the ones who pay with an air of philanthropy that would make Skibo Castle sit up and take notice.

A. N. PIERSON INC.

THE writer has visited thousands of florists' establishments during his journeys in the last ten years, both in this country and abroad. While he is not a grower, he knows the right article when he sees it produced. By careful observation traveling about, one is often better able to form a correct opinion than many who are acquainted only in certain sections of the country. Furthermore, by personal conversation with florists of various standing, in all parts of the country, a general understanding is deducted that can be obtained in no other way.

Some may be interested to know that the writer has come to some conclusions, and one is that the most complete floral establishment in this country is that of A. N. Pierson, Inc., of Cromwell, Conn. There are others with more glass, others producing larger quantities of certain articles, but none producing the variety, that are quite up to the Pierson standard. The variety is as extensive as that of most commission houses, and most important of all is, the quality of the output is not surpassed anywhere.

We consider the average, of course, what the smaller florists can get there day after day and year after year. When a crop is not up to the standard, buyers are informed what they may expect before shipment is made. The small buyer is treated with the same courtesy as the larger one.

The very atmosphere is of honest dealing—a buyer never "doubts" when he is supplied from Cromwell. There business principles prevail with sufficient system to ensure good and prompt deliveries at all times—and sometimes it is not so easy as you may think, to fill exacting orders "right" under various circumstances.

The volume of business is naturally very large, and it is growing larger, for many already know the truth. There is a grand man behind it—the man who built it—like every great organization, it has been built. From this great nucleus of floral education will come another genius some day to take charge probably, a younger man, who is already called a "character" by many florists throughout the country, for the business will be perpetuated—you can't down it.

You must admire it—patronize it—not because the writer says so, but because you ought to do it for your own good. It is the best all-around establishment of its kind in this country. This is not published as an advertisement for the benefit of A. N. Pierson, Inc.—they do some good advertising themselves. It is just a plain statement of facts, gathered from the large and grand majority who know, and which every florist should be acquainted with for his own good.

THE HOFFMEISTER FLORAL CO.

A Portion of the Hoffmeister Plant.

THE Hoffmeister Floral Co. of Cincinnati, are large growers of Horseshoe Brand Lily Bulbs. Mr. Hoffmeister deserves distinction by reason of his ability to produce Cold Storage Giganteum in the remarkably short period of eight weeks. Time is reckoned from the time the bulbs are planted in the benches until the flowers are cut.

Hardy bulbs, such as Magnificum, etc., are produced in his greenhouses in six weeks less time than other large growers consume. He is a very good lily grower, and, needless to say, gives his undivided attention to the business. This country needs more Hoffmeisters in the florist business.

The Florists' Bazzoo

Vol. 23, No. 13 MARCH 34, 1914 $1 per annum

THE HOOSIER STATE THE MARKET

Carnations being off crop and very scarce in this market, are being shipped in from Chicago. Consequently the prices are very low. Dutch bulb stock is a drug on the market, owing to the large stock carried by the five and ten cent stores, and being disposed of at less than cost. It is said that prominent Hollanders sell these stores at prices fully 50% less than florists are obliged to pay, and after fall sales of bulbs are over, the remainder is put out to grow under contract at a very small cost. Galax leaves are very plentiful—they are much used for design work.

VARIOUS NOTES

John Jenkit, chairman of the entertainment committee of the Hortinoctural Club, after some debate, has decided to serve pigs knuckles instead of lady fingers, for refreshments for the bowling teams next Tuesday night. Everyone is cordially invited.

Mrs. Maggie Einstein, wife of the well-known florist of Indianawfulas, met with a painful accident last Monday night. In going down the cellar of her home she fell over a ten-year-old Cycas Revoluta plant, which the family prided very much and sprained the little finger of her left hand, causing severe pain. Stimulants were given her by a prominent physician, who was soon in attendance, and it is hoped she will soon recover.

Ajax Von Sion, the popular drummer for the well-known firm of Van Wetfeet Bros. & Potwriggle, of Everdam, Holland, recently visited the trade in this vicinity, taking away with him much money and many large and bulky orders for the firm's new specialty, Spireae Elephantsheetis. This grand clump produces spikes ten feet high or more and has a beautiful blossom of green-gray color. Mr. Von Sion guarantees it to grow through the ventilators within two weeks from time of planting. God bless the Hollanders. Welcome to our country. We hope some day they will be advertisers in our trade journal, which has the largest, finest and highest class circulation in the world.

Liquid soap was invented by the Devil on the 35th day of March, 1906—just eight years ago. Next year on the 35th of March it will be nine years ago.

ARRIVALS

75,000,000 palm seed have just arrived on the steamer Wholehog from Adelaide. There were also 75,000,000,000,000,000 grass seed packed in 100 large bags, which the steamer took aboard while en route. All this immense cargo is consigned to J. B. Whatdoyouthinkofit, the popular 225th Street seedsman.

Arnold Bungler, of the Windy City, was a recent caller. He is trying to corner the market in tin foil.

To say a thing is no good is harsh; to say it is rotten is distasteful; but to say a thing is "bum" is to convey in a strictly American fashion the idea that the thing is undesirable.

The Florists' Bazzoo

Page 2 March 34, 1914

TRADE NOTES

Wallingford & Son, who have a store on Fifth Avenue, New York, have a rare plant in the window this week, about to bear fruit. The name of this plant is a mystery, though it resembles a dwarf tomato. Mr. Wallingford's notorious son states that the fruit looks like a banana, but might be a cucumber—he is not quite sure. They imported it direct from their extensive nurseries, consisting of over twelve million acres situated near the city of Skinumdad on the island of Potof Rigo.

Hoop Itup and Knockum, of Chicago, have just purchased a new $12,000 automobile, born in Detroit, from the All-profit Auto Co. It is one of the finest ever seen in that section. They will now be able to deliver a bunch of violets eighteen miles at the low cost of four cents per mile, wear and tear included.

Concentrated essence of split-pea soup is said to be an excellent fertilizer for hydrangeas.

Braggo's Seed Store are enjoying an excellent trade in radish seed. They have forty clerks filling orders for this variety alone. They are now completely installed in their new buildings, comprising about 25,000 feet of floor space, in addition to 25,000 feet of alley and street room. Mr. Williedinkey assumed charge of their poultry department this week, including 48 fine fowls, which are on exhibition. Mr. Williedinkey succeeds Mr. Knowitall, who is now with the Pink Seed Co.

Bugville, the enterprising city of Utah now has a population of about 75,000. It is estimated that each inhabitant has a population of 40 fleas; therefore in all Bugville there are 300,000 fleas. Allowing 20 bites per day per flea in one day Bugville alone supplies 6,000,000 flea bites, which is 2,190,000,000 bites per annum. It is said all cockroaches in Bugville have the mange, and this has tended to reduce the cockroach population somewhat, but at any rate there is a good opportunity for a seedstore there to sell insecticides and other death-dealing concoctions to combat against the flea plague in Bugville.

Beware of the slick-tongued orator who is about the country soliciting subscriptions to the *Florists' Bazoo*. He is a scoundrel of the worst kind and ought to be exported by the Government authorities if caught, and sent to Borneo as a missionary, with a knife and fork tied round his neck and a pure food label pasted right under his necktie.

Burbank is the greatest grafter that ever lived—he can take a carot and a lemon and produce a raspberry.

Victor Daredevil, of Long Island, accidentally sat on a cactus last Saturday, and will be obliged to eat his meals off the mantel for about ten days, as a result.

It is always the best policy to speak the truth, unless of course, you are an exceptionally good liar.—J. K. Jerome.

THE FLORIST SNOB

HAVE you ever met him? Money makes a snob and the florist snob is a peculiar freak of the class—he is generally the fellow who was once poor and ignorant, the fellow who has by hook or crook (often the latter) made money, and who now disdains his former associates and toddies to the bums in starched-front clothing, even seeking to be one of them.

Then he sends his photo to the newspaper, the trade papers, and anywhere to get into the lime-light. He is the guts of civilization—his chief good in the world is to show others what a damphool a man can make of himself—and to warn others not to follow in his steps. He is a sort of sewer for the overflow of aristocratical slop, that the world must take care of some way. His wife is immersed, and daughters educated along the pink-tea path, until finally sidetracked onto some two-cylinder slob for a life contract a-la-mode. There are some of these fellows in the business, who have forsaken their old associates for the pish-mish limelight. If they could only see themselves as others see them, they would soon come back to cosmos.

Taboo these soft, boiled-eyed pretenders—they are like a cloud of dust on a busy street—the boot-lickers to the elite, by social appointment. There is no frost on the door-knobs of 71 Murray Street—anyone can see the boss when he is there. We are all plain men; we work pretty hard, and then we're never done. We try to please as many as possible; we stand a lot—but sometimes a fellow who tries to ram a lie down our throat, or dishonors his contract, gets a piece of our minds—for after all we are free thinkers and we despise a liar worse than a thief.

HELPFUL HINTS

IT is better salesmanship to help a customer buy something than to sell him something. In the first instance you have his assistance; in the second you must go it alone.

TO get a raise where you now are means that you are making good; to be hired away from one firm on promise by another of a higher wage is the expectation that you will make good. And it's ten to one you won't.

THE reason poor people have to work so hard is because they are so foolish. If you gave the poor all the money in the world, in ten years the rich would have it again.

HELP

THE great trouble with the majority of help that a man hires is that they gauge their labor by their wages, and this is where they make a very great mistake. You may think your employer is easily fooled, but take care that you are not the one who is being fooled. A good business man is very watchful of the doings of his help, and if they are working for less than they are worth to him, he is quite apt to know it.

CONDITIONS OF SALE

IT is distinctly understood that all claims must be made within five days after receipt of goods. All claims for shortage or damage to packages must be made against the carriers, as our responsibility for such damage ceases after we have obtained a Shipping Receipt or Bill of Lading in good order from the Transportation Company. Bills of Lading will be on file in this office and furnished consignees only upon written application.

We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any horticultural or agricultural products, and we will not be in any way responsible for crop conditions. Goods not accepted on these terms are to be returned at once.

It is also understood that Ralph M. Ward & Co., shall not be held liable for any failures or delays in deliveries, or interruption in the performance of a contract by any strike, fire, railroad or any other carrier's delay, or for any similar interference. That all goods are sold subject to crop conditions and tariff revisions.

Unless it is otherwise stated prices are to be considered f. o. b. cars, New York city, and the purchaser assumes the risk of transportation. Cases for Holland bulbs, Palms, Azaleas, and other Belgium products are charged extra.

It it further understood and agreed that verbal agreements with salesmen, or other employees will not be recognized by Ralph M. Ward & Co. all agreements must be in writing and confirmed by the firm of Ralph M. Ward & Co., before they are binding.

Verbal agreement with salesmen, and failure to read the terms of sale will not be recognized as a basis for claims. Countermands will not be accepted except with our consent and upon terms that will indemnify us against loss. Salesmen are not authorized to collect bills nor to incur debts in our name under any pretext whatever.

Ralph M. Ward & Co., reserve the right to decline any orders, if taken on terms which Ralph M. Ward & Co. cannot agree to, or for credit reasons.

TERMS OF SALE

UNLESS otherwise stated, all bulbs, plants or horticultural products are due 90 days from date of invoice, excepting Cold Storage merchandise, which is due in 30 days. A cash discount of 3 per cent. is allowed for remittances received within ten days from date of invoice, unless otherwise stated. All bills are subject to sight draft if not paid when due, and interest at the legal rate will be charged on overdue accounts. Special terms will be made to those deserving of credit, upon application.

RALPH M. WARD & CO.

When a man sees himself as others see him, he will immediately mend his ways. When the writer of this booklet criticizes or scores any particular party, clique or class, it is done with a view of letting the truth be known, that by such publicity those affected will reform; and not with any personal feeling whatever and with malice toward none.

State plainly what is wanted and when it is wanted.
ORDER EARLY

ORDER SHEET

TO

RALPH M. WARD & Co.

71 MURRAY STREET
NEW YORK

Not how cheap
But how good

Date.....
Amount enclosed:
Check or Draft
$.....
Money Order
$.....
Cash at buyers' risk
$.....
Postage Stamps
$.....

Your name ..... (Write plain)
Post Office .....
County ..... State.....
Street .....
Ship when ..... (State time wanted) Ship..... (Freight or Express)

NO GOODS SENT C. O. D.

Credit will be extended to those of approved rating.

CONDITIONS OF SALE. It is distinctly understood that all claims must be made within five days after receipt of goods. All claims for shortage or damage to packages must be made against the carriers, as our responsibility for such damage ceases after we have obtained a Shipping Receipt or Bill of Lading in good order from the Transportation Company. Bills of Lading will be on file in this office and furnished consignees only upon written application. We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any horticultural or agricultural products and we will not be in any way responsible for crop conditions. Goods not accepted on these terms are to be returned to us at once. Please notify us immediately if you do not agree to the above terms and conditions.

RALPH M. WARD & CO.

QUANTITY	NAME OF ARTICLES	DOL.	CTS.

When prices are not stated, our latest prices prevail

CONDITIONS OF SALE

TERMS OF

NOT HOW CHEAP
BUT HOW GOOD